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Product Movers
621 Ave. of the Americas
NY, NY 10011 212/255-3800

June 9, 1986

RECEIVED

JUN 11 1986

Mrr. Claude Beck
Philip Morris, Inc.
120 Park Avenue
New York, NY 10017

CLAUDE BECK

Dear Claude:

Thanks for your time last week. As "luck" would have it, Kathy Maples has recently put our reservations policy in writing, i.e., the 100 day rule. A copy of her fine explanation is attached. In addition, Kathy has re-caped our cover reservations, contracts, etc., and that is also attached.

Of particular importance to you is the November 16 reservation. As we discussed, you hold the first reservation for the front cover and for the category. One hundred days before this date is August 8, 1986.

I know your agency will be requesting a contract for this space well before August 8. In the interim, please call if I can be of any help.

Best wishes,

Sam Whiting
Samuel H. Whiting
Account Executive

SW/ez

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